

Depilatories in Belgium

Market Direction | 2023-04-26 | 19 pages | Euromonitor

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Report description:

The pandemic and the restrictions on out-of-home activities negatively impacted depilatories in 2020, with women's razors and blades being particularly affected. However, as consumers gradually returned to out-of-home activities, demand for these products increased again in 2021. Prior to the inflation crisis reaching its peak in 2022, it was expected that competition from beauty salons would lead to a decline in value sales of hair removers/bleaches. However, due to increasing pressure on purch...

Euromonitor International's Depilatories in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Depilatories market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Sales of depilatories dynamic in 2022 thanks to pressure on purchasing power

Home spa trend continues to boost sales of hair removers/bleaches

Women's pre-shave continues its decline in the face of innovation during 2022

PROSPECTS AND OPPORTUNITIES

Sales of depilatories to be positively impacted by sustainability trend over the forecast period

Home spa trend likely to fade during the latter half of the forecast period, as consumer prefer beauty salons again

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